

What is claimed is:

- 5 1. In an interactive information distribution system containing service provider equipment and subscriber equipment that is interconnected by a communications network, a method of providing a subscription-on-demand service, comprising:
- 10 providing a set of more than two on-demand programs; packaging the set into a subset having at least two on-demand programs of the set of on-demand programs; and providing a user interface having the subset as a selectable object, the user interface configure to allow
- 15 selection of the selectable object representing the subset of the at least two on-demand programs to be purchased as a package for on-demand access.
2. The method of claim 1 further comprising in response to
- 20 selection of the selectable object representing the subset of the at least two on-demand programs, causing subscription to the programming package.
3. The method of claim 1 further comprising providing a
- 25 time limited access period to the subset of the at least two on-demand programs without incurring an additional fee.
4. The method of claim 1 further comprising providing a time limited to access period to the subset of the at least
- 30 two on-demand programs.
5. The method of claim 1 further comprising providing subscription to the package at a predefined price.
- 35 6. The method of claim 5 wherein the predefined price is a one-time access fee.

7. The method of claim 6 wherein the one-time access fee has a time-limited period of access.